Rep Order#
 6860189
 Ver#
 5
 Mod#
 2
 Status
 Confirmed
 Traffic Order# 107335
 Printed:
 10/08/2012 8:57 AM
 1 of
 4

 EC'd
 Yes
 Last Received:
 10/03/2012 8:52 PM

Last Received: 10/03/2
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.

Advertiser ().DSCC IE Product DSCC IE

Estimate# 1936 Buyer Maura Gilroy

Buyer Maura Gilroy **Phone#**

Agency () GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007 **Agency C/P1/P2/E** 42/45/1936

Flight Dates 10/02/2012 - 10/08/2012

Hiatus Weeks

Rep Firm Sales Offic

Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540 **Salesperson FAX**# 215-568-1845

--- CONTRACT COMMENT ---

:C=*

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	1	 TU-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$600.00	10/02-10/08	3	1	3	\$1,800.00	
	2	TU-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$1,000.00	10/02-10/08	2	1	2	\$2,000.00	
	3	TU-F,M	7A-9A	TODAY SHOW	:30	\$1,900.00	10/02-10/08	2	1	2	\$3,800.00	
	4	SA	7A-9A	SATURDAY TODAY	:30	\$900.00	10/06-10/06	1	1	1	\$900.00	
	5	SU	7A-8A	TODAY ON SUNDAY	:30	\$1,900.00	10/07-10/07	1	1	1	\$1,900.00	
	6	TU-F,M	9A-10A	TODAY SHOW II	:30	\$1,000.00	10/02-10/08	2	1	2	\$2,000.00	
	7	TU-F,M	10A-11A	TODAY SHOW III	:30	\$600.00	10/02-10/08	3	1	3	\$1,800.00	
	8	TU-F,M	11A-12P	RACHEL RAY	:30	\$500.00	10/02-10/08	3	1	3	\$1,500.00	
	9	TU-F,M	12P-1230F	NEWS 3 AT NOON	:30	\$500.00	10/02-10/08	3	1	3	\$1,500.00	
	10	TU-F,M	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	10/02-10/08	3	1	3	\$1,275.00	
	11	TU-F,M	2P-3P	THE DOCTORS	:30	\$325.00	10/02-10/08	3	1	3	\$975.00	
	12	TU-F,M	3P-4P	DR. PHIL	:30	\$600.00	10/02-10/08	3	1	3	\$1,800.00	
	13	TU-F,M Buyli	5P-630P ne Comment	EARLY NEWS: NO 6PM NWS ON 10/3, 10/11,50/16,10	:30 /22	\$1,800.00	10/02-10/08	2	1	2	\$3,600.00	
	14	TU-F,M	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$900.00	10/02-10/08	1	1	1	\$900.00	

Rep Order# EC'd Yes Traffic Order# 107335 6860189 Status Confirmed **Printed: Ver#** 5 **Mod#** 2

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Showing Buylines: All Lines

Advertiser Product		KSNV-TV LAS VEGAS, NV. ().DSCC IE DSCC IE 1936		· .	Agency () GREAT AMERICAN MEDIA 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 42/45/1936					Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY				
Buyer Phone# Fax#		Maura Gilroy			Flight Dates 10/02/2012 - 10/08/2012 Hiatus Weeks			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845				
LT :	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart	
	15	TU-F,M	630P-730P	JEOPARDY		:30	\$1,700.00	10/02-10/08	3	1	3	\$5,100.00		
	16	TU-F,M	730P-8P	FACE TO FACE		:30	\$900.00	10/02-10/08	3	1	3	\$2,700.00		
	17	М	8P-10P	THE VOICE		:30	\$4,000.00	10/08-10/08	1	1	1	\$4,000.00		
	18	TU	9P-10P	GO ON/ THE NEW NORMAL		:30	\$2,600.00	10/02-10/02	1	1	1	\$2,600.00		
	19	F	10P-11P	DATELINE NBC		:30	\$3,200.00	10/05-10/05	1	1	1	\$3,200.00		
	20	SA	8P-9P	NBC PRIME ENCORES		:30	\$1,200.00	10/06-10/06	1	1	1	\$1,200.00		
	21	SA	9P-10P	WH/JEP		:30	\$525.00	10/06-10/06	1	1	1	\$525.00		
	22	SU	530P-830P	SUN NT FB		:30	\$14,000.00	10/07-10/07	1	1	1	\$14,000.00		
	23	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE		:30	\$1,400.00	10/02-10/08	1	1	1	\$1,400.00		
	24	SA	11P-1135P	NEWS 3 NIGHTSIDE		:30	\$1,400.00	10/06-10/06	1	1	1	\$1,400.00		
	25	TU-F,M	1135P- 1235A	TONIGHT SHOW W/ JAY LENO		:30	\$750.00	10/02-10/08	2	1	2	\$1,500.00		
	26	SA	1130P-1A	SATURDAY NIGHT LIVE		:30	\$2,000.00	10/06-10/06	1	1	1	\$2,000.00		
	27	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS		:30	\$400.00	10/07-10/07	1	1	1	\$400.00		
	28	SA Buylir	8P-9P ne Comment:	NEWS		:30	\$675.00	10/06-10/06	1	1	1	\$675.00		
	29	SA Buylir	9P-10P ne Comment:	JEP/WHEEL		:30	\$525.00	10/06-10/06	1	1	1	\$525.00		

Rep Order# 6860189 **Mod**# 2 Status Confirmed Traffic Order# 107335 **Printed:** 10/08/2012 8:57 AM 3 of 4 Ver# 5 EC'd Yes Last Received: 10/03/2012 8:52 PM

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Station KSNV-TV LAS VEGAS, NV. Advertiser ().DSCC IE Product DSCC IE Estimate# 1936 Buyer Maura Gilroy Phone# Fax#			Agency () GREAT AMERICAN MEDIA 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 42/45/1936 Flight Dates 10/02/2012 - 10/08/2012 Hiatus Weeks				Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845						
LT 1	Ŀn	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	30	SU Buyliı	10P-11P	: L&O		:30	\$1,200.00	10/07-10/07	1	1	1	\$1,200.00	
:	31	SU Buylin	830P-930F			:30	\$1,800.00	10/07-10/07	1	1	1	\$1,800.00	
:	32	F Buylin	4P-5P	: NEWS		:30	\$900.00	10/05-10/05	1	1	1	\$900.00	

---REPORT TOTALS---

Report Totals: 55 / \$70,875.00

---SALES MONTHLY TOTALS---

Oct 12: 55 / \$70,875.00 Sales Totals: 55 / \$70,875.00 Station Totals: 55 / \$70,875.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

\$393,750 18% Market Totals CATV 0 응 KBLR 0 % KINC 0 % KLAS 30% KSNV 30% 1% KVCW 2% 3% 16% KTNV KTUD KVMY KVVU

XXXX 0 응

--- COMPETITIVE COMMENTS---

EST SHARES

NOV12 Books RA35+ Demos

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

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Product DSCC IE
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Buyer Maura Gilroy Phone# Fax#

Agency () GREAT AMERICAN MEDIA 3050 K ST NW WASHINGTON, DC 20007

Agency C/P1/P2/E 42/45/1936 **Flight Dates** 10/02/2012 - 10/08/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540 **Salesperson FAX**# 215-568-1845

--- CREDIT RISK ---

CASH IN ADVANCE